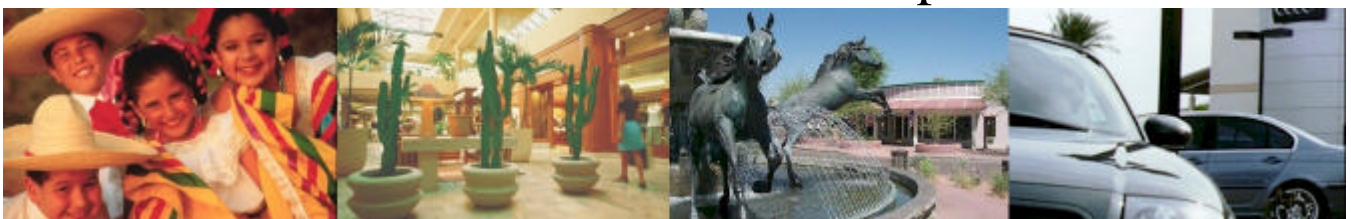




# Retail Market Analysis City of Scottsdale

Office of Economic Vitality  
September 2003



# **Retail Market Analysis Scottsdale, Arizona**

## **A Market and Feasibility Study Outlining The Advantages of a Scottsdale Location for Retail Businesses**

**September 2003**

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## EXECUTIVE SUMMARY

The City of Scottsdale continually examines development opportunities that might be available in the community. Currently, one of the areas showing the best potential is that of new or renovated retail facilities. This report was prepared to outline the significant advantages of a Scottsdale location for the retailer and/or retail developer.

The City has prepared this market analysis to outline the advantages of locating in Scottsdale as a whole, rather than on any one particular site. Some of the advantages of Scottsdale important to retailers include:

- A trade area that contains a large and growing population of primarily upper middle class families. Population growth averaged nearly 5 percent annually during the 1980s and has maintained an estimated 5.6 percent annual growth rate in the last ten years. With an estimated median household income of \$57,484 in 2000, Scottsdale has one of the highest income levels in the metro area.
- The large population base is supplemented by significant numbers of tourists, winter residents and non-resident employees.
- A strong local economy not severely impacted by national and local recessions. Job growth is strong, unemployment rates are low, and a substantial amount of new home construction is occurring.
- A number of new transportation projects are either planned or underway. The completion of the Pima Freeway (Loop 101) has greatly improved traffic flow throughout the community and to other cities in the metro area.
- Retail vacancy rates are among the lowest in the metro area; while there has been significant growth in retail inventory over the past five years, absorption has been exceptionally strong as well.
- Retail sales per capita (as measured by sales tax receipts) are the highest in the metro area. Average sales per square foot and average rental rates are also the highest in the metro area.

# AREA DEVELOPMENT OVERVIEW

## **METROPOLITAN PHOENIX OVERVIEW**

The Phoenix metropolitan area is one of the most dynamic and growing areas in the country. Already the hub of the Southwest, metro Phoenix is rapidly becoming one of the nation's largest metropolitan areas. Driving this tremendous growth is a strong and diverse employment sector, with high-tech manufacturing and research, corporate headquarters, tourism and business/personal services as the basis for this strength. The following is a brief overview of some of the major developments occurring in the Phoenix area today:

- Between 1990 and 2000, Phoenix metropolitan area was one of the fastest growing major markets in the United States. From 1990 to 2000 the metropolitan population grew nearly 47 percent with an actual increase of approximately 910,500 (The current population in the metro area is over 3.2 million).
- Over half of all the metro area manufacturing jobs are in high-tech industries. For the sixth year in a row, more than 75 percent of the employment growth in 2000 for Arizona occurred in the Phoenix Metro area. The Phoenix area's employment grew 4.6 percent over the previous year, 1999, in comparison with a 2.6 percent employment increase for the United States. In 2002, the unemployment figure for metro Phoenix was 5.7 percent.
- Tourism remains an important factor, even with a lower number of travelers since late 2001, in the Phoenix metro area with over 13.02 million visitors each year. Today, there are over 52,000 hotel rooms available in Metro Phoenix and that figure continues to increase.
- In 2002, 63 major companies, with over 5,500 new jobs, decided to relocate or expand their operations in the metro Phoenix area. The job market has remained strong in the Phoenix metro area, ranking number 1 or 2 in employment for the past six years.
- Total retail sales in metro Phoenix were \$31.4 billion in 2002, up 0.6 percent from \$31.2 billion collected last year. The metro Phoenix area accounts for 69 percent of Arizona retail sales. The retail sector, along with the metro population, continues to grow by adding regional, neighborhood and specialty/strip centers.

## SCOTTSDALE OVERVIEW

Scottsdale is considered to be one of the most desirable areas within metropolitan Phoenix, from both a business and a residential viewpoint. The City of Scottsdale has one of the strongest local economies, with low taxes and excellent services. Still, Scottsdale remains strongly committed to maintaining a very high quality of life. Development standards are the strictest in the state, and only quality development that is compatible with the area is allowed.

Some of the specific characteristics that make Scottsdale a unique and desirable location include:

- Scottsdale's population growth has averaged 5.6 percent annually over the past ten years, higher than the 4.7 percent average for the metro area; the population stands at an estimated 215,320 as of July 2002; median household income levels are one of the highest in the metro area at approximately \$57,484 in 2000.
- The total assessed value of Scottsdale property (the value at which property taxes are calculated) is second only to Phoenix in the State. Assessed valuation has risen 161 percent in the last 10 years. Scottsdale has the highest assessed valuation per capita in the metro area, at \$16,473.
- The property tax rate for the City of Scottsdale currently averages about 33 percent lower than other city's property tax bills in the metropolitan area.
- Retail sales have grown dramatically over the past ten years. Sales tax collections in Scottsdale have increased 111 percent over the past ten years; the sales tax collected per capita is the highest of any community in the state.
- The fiscal year 2002/2003 posted 1,082 single-family housing permits in the City of Scottsdale. The number of permits issued since its peak FY97/98 remains high, but continues to decline due to the fact that Scottsdale is at an estimated 85 percent build-out capacity. This makes estimates lower for residential permits in FY 03/04 compared to the previous fiscal year.
- Scottsdale is a tourism destination, hosting over 8.3 million visitors in 2002 with an economic impact of \$2.5 billion. In addition, Scottsdale was visited by almost 5.9 million day visitors (visitors that did not stay the night in Scottsdale) in 2002.
- Historically the economic base of Scottsdale was dependent on the tourism industry; additionally, it served as a bedroom community to Phoenix. Today, a number of diverse economic activities are found here: corporate headquarters, research and development activities, high tech, and medical services. Scottsdale currently imports labor as the number of jobs available in Scottsdale outstrips the number of people in the labor force.

# SCOTTSDALE MARKET ANALYSIS



## **POPULATION AND DEMOGRAPHICS**

The population of the Scottsdale area is both rapidly growing and relatively affluent. The permanent population, while significant, makes up only a portion of the potential consumer base for a retail facility. Residents from other cities, seasonal residents, tourists, and area employees all contribute to the viability of a Scottsdale location.

### **PERMANENT RESIDENT MARKET**

Tables 1,2, 3 and Chart 1

The estimated population for Scottsdale in 2002 was 214,090; up 65 percent from the 130,000 persons recorded in the 1990 Census. Between 1990 and 2000, Scottsdale grew at an annual average rate of 5.6 percent, higher than the 4.7 percent annual rate for the metro Phoenix area.

Residents of Scottsdale tend to be older, better educated, and more affluent than the average Phoenix metro area resident (see Tables 2 and 3). The median age is currently 41.0 (versus 33.2 for the metro area), 77 percent of the population have had at least some college education (versus 58.4 percent for the metro area), and the estimated median household income in Scottsdale is 28 percent higher than metro Phoenix.

### **TOURIST MARKET**

The Phoenix/Scottsdale area is a major tourist destination, especially during the winter months. During 2002, over 8.3 million tourists visited Scottsdale; approximately 13.02 million visited the Phoenix metropolitan area.

*The Scottsdale/Paradise Valley Tourism Study*, July 2003, states the average Scottsdale leisure visitor is 52.5 years old with a household income of \$77,000, and is most likely from the Midwest and Western regions of the United States. Scottsdale's most desirable activities and features, as ranked by the leisure traveler, are outdoor recreation, shopping, lodging, cultural heritage, and golf respectively. Nearly two-thirds of all visitors say that their Scottsdale experience was excellent and are extremely likely to return.

## EMPLOYMENT MARKET

As one of the primary employment cores of the Phoenix metro area, Scottsdale has a significant amount of employment concentrated within a relatively small area. There are an estimated 22,000 employees working in downtown Scottsdale, 15,000 employees working within the southern portion of the community and over 40,000 people working in or near the Scottsdale Airpark. The Airpark is currently the third largest employment center in the valley, and is expected to surpass the Sky Harbor Airport region as the second largest employment center in the next five years

Currently, over 128,000 jobs are located in Scottsdale; many of these employees are residents of surrounding communities, and therefore provide a significant additional base of potential retail customers.

Since 1999, the economic development efforts of the City and the Scottsdale Chamber of Commerce resulted in the relocation of over 57 major businesses to Scottsdale; these businesses will employ over 6,200 new direct jobs.

**Table 1**  
**Population Growth**

<b>Year</b>	<b>Scottsdale</b>	<b>Phoenix</b>	<b>Mesa</b>	<b>Glendale</b>	<b>Chandler</b>	<b>Tempe</b>	<b>Gilbert</b>	<b>Peoria</b>	<b>Metro</b>
<b>POPULATION</b>									
1975	77,107	668,046	100,086	66,585	20,025	94,300	3,100	8,651	1,217,500
1980	88,364	789,704	152,453	96,988	29,673	106,743	5,717	12,171	1,509,052
1985	108,447	873,400	239,587	122,392	63,817	132,942	16,180	30,324	1,814,700
1990	130,069	983,403	288,091	148,134	90,533	141,865	29,188	50,675	1,952,447
1995	168,176	1,149,417	338,117	182,615	132,360	152,821	59,338	74,565	2,551,765
2000	202,705	1,321,045	396,375	218,812	176,581	158,625	109,697	108,364	2,862,909
2001*	209,960	1,344,775	414,075	224,970	186,875	159,435	122,360	117,200	3,192,125
2002*	214,090	1,365,765	427,550	227,495	194,390	159,425	133,640	122,655	3,296,250
% of Maricopa Co. in 2002	6.5%	41.4%	13.0%	6.9%	5.9%	4.8%	4.1%	3.7%	100%
<b>1975-2000 GROWTH RATES</b>									
Absolute Growth	130,038	652,999	296,289	152,227	156,556	64,325	106,549	99,713	1,645,409
Percentage Growth	162.9%	97.7%	296%	228.6%	781.8%	68.2%	3438.9%	1152.6%	135.1%
Annual Growth	6.5%	3.9%	1.8%	9.1%	31.3%	2.73%	137.6%	46.1%	5.4%
<b>1990- 2000 GROWTH RATES</b>									
Absolute Growth	72,636	337,642	108,284	70,678	86,048	16,760	80,509	57,746	910,462
Percentage Growth	55.8%	34.3%	37.6%	47.7%	95%	11.8%	275.8%	114.1%	46.6%
Annual Growth	5.6%	3.4%	3.8%	4.8%	9.5%	1.2%	27.6%	11.4%	4.7%

Source: US Census Bureau, Maricopa Association of Governments, City of Scottsdale Economic Vitality Department

\* Arizona Department of Economic Security Population Estimates

Chart 1  
Median Household Income

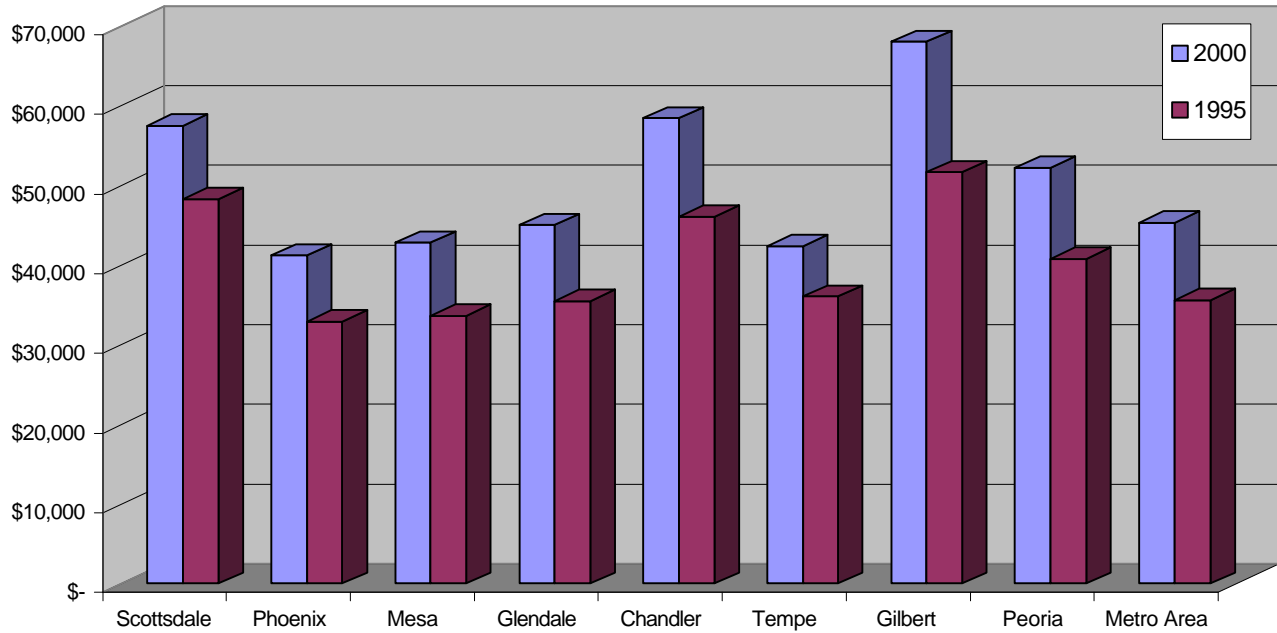


Table 2  
Median Household Income

City	2000 Median HH Income	1995 Median HH Income	1990 Median HH Income	Growth Rate
Scottsdale	\$ 57,484	\$ 48,319	\$ 39,037	47%
Phoenix	\$ 41,207	\$ 32,950	\$ 29,291	41%
Mesa	\$ 42,817	\$ 33,676	\$ 30,273	41%
Glendale	\$ 45,015	\$ 35,483	\$ 31,665	42%
Chandler	\$ 58,416	\$ 46,096	\$ 38,124	53%
Tempe	\$ 42,361	\$ 36,049	\$ 31,885	33%
Gilbert	\$ 68,032	\$ 51,660	\$ 41,081	66%
Peoria	\$ 52,199	\$ 40,820	\$ 34,205	53%
Metro Area	\$ 45,358	\$ 35,623	\$ 30,797	47%

Scottsdale median income as compared to

Phoenix metro area median income -

Scottsdale is higher by: **27%** **36%** **27%**

Source: Sites USA, 2000 US Census, 1995 Special US Census, 1990 US Census

Table 3  
**2000 Demographics**

	Scottsdale	Metro Phoenix
<b>HOUSEHOLDS</b>		
Total Number	90,669	1,197,250
Average Size	2.22	2.67
<b>AGE BREAKDOWN</b>		
Median Age	41.0	33.2
<b>ETHNICITY</b>		
White	87.4%	56.9%
Black	1.2%	3.7%
Hispanic	7.0%	25.1%
Other	4.4%	14.3%
<b>EDUCATION (Population Over 25)</b>		
	<b>2000 Census</b>	
Less Than High School Graduate	6.5%	18%
High School Graduate	16.4%	23.5%
Some College	26.3%	26.4%
College Graduate	36.0%	23.5%
Graduate Study or Degree	14.7%	8.5%
<b>HOUSING CHARACTERISTICS</b>		
Total Number of Housing Units	90,602	1,194,461
<b>Type of Dwelling Unit</b>		
Single Family	54.6%	58.4%
Townhouse/Condo	13.3%	6.3%
Apartment	31.1%	25.6%
Mobile Home/other	1%	9.9%
Median Home Sales Price (2002) (Arizona Real Estate Center)	\$ 294,000	\$ 144,000
<b>INCOME</b>		
Median Household	\$ 57,484	\$ 44,752
Households \$75,000+	37.3%	23.9%

Source: 2002 Census, Sites USA

## **TOURISM**

Another important component of the Scottsdale market is that of tourism. In 2002, approximately 8.3 million visitors came to Scottsdale; as with seasonal residents, tourism peaks during the winter months, with February and March being the top two months. These visitors tend to be relatively affluent and spend a significant amount of time and money shopping; a recent study listed shopping as the number one preference of activities available to visitors while in Scottsdale.

### **HOTEL DATA:**

Number of Hotel Rooms Available in 2002	
Scottsdale/Paradise Valley Market Area	14,948
Metropolitan Phoenix	51,046
Annual Average Room Rates in 2002	
Scottsdale/Paradise Valley Market Area	\$ 133.63
Metropolitan Phoenix	\$ 100.18
Average Occupancy in 2002	
Scottsdale/Paradise Valley Market Area	60.3%
Metropolitan Phoenix	58.7%

### **TOURISTS:**

Number of Tourists that Visited in 2002	
Scottsdale/Paradise Valley Market Area	8.3 million
Metropolitan Phoenix	13.02 million
Average Length of Stay in 2002	
Scottsdale/Paradise Valley Market Area	5.5 days
Metropolitan Phoenix	4.5 days
2002 Median Household Income of Visitors in	
Scottsdale/Paradise Valley Market Area	\$ 77,000
Metropolitan Phoenix	\$ 65,600

### **ECONOMIC IMPACT OF TOURISM:**

Daily Spending by Category While Visiting in 2002	
Lodging	38%
Food & Beverage	22%
Shopping	17%
Local Transportation	10%
Entertainment/Attractions	13%
Average Daily Expenditures per Person in 2002	
Scottsdale/Paradise Valley Market Area	\$ 195
Metropolitan Phoenix	\$ 166
Total Visitor Expenditures in 2002	
Scottsdale/Paradise Valley Market Area	2.5 billion
Metropolitan Phoenix	4.7 billion

Source: City of Scottsdale, Economic Vitality Department, Behavior Research Center,  
Greater Phoenix Convention and Visitors Bureau

## **TRANSPORTATION**

Several major projects that will improve traffic flows throughout Scottsdale are either planned or under construction.

### **METRO AREA FREEWAY**

#### **Map 1**

There is construction activity occurring on all of the planned freeways in the metropolitan area. Completion dates for different sections of the freeway system are shown on Map 1.

### **PIMA FREEWAY**

The most significant transportation project in Scottsdale is the Pima freeway (Loop 101), which generally follows a north-south orientation through much of Scottsdale near the existing Pima Road. Construction of this freeway has been expedited by the City of Scottsdale through an agreement with the State of Arizona. Completed in May 2002, the Pima Freeway (Loop 101) loops around the entire metro area and provides access to all the major cities within the metro area.

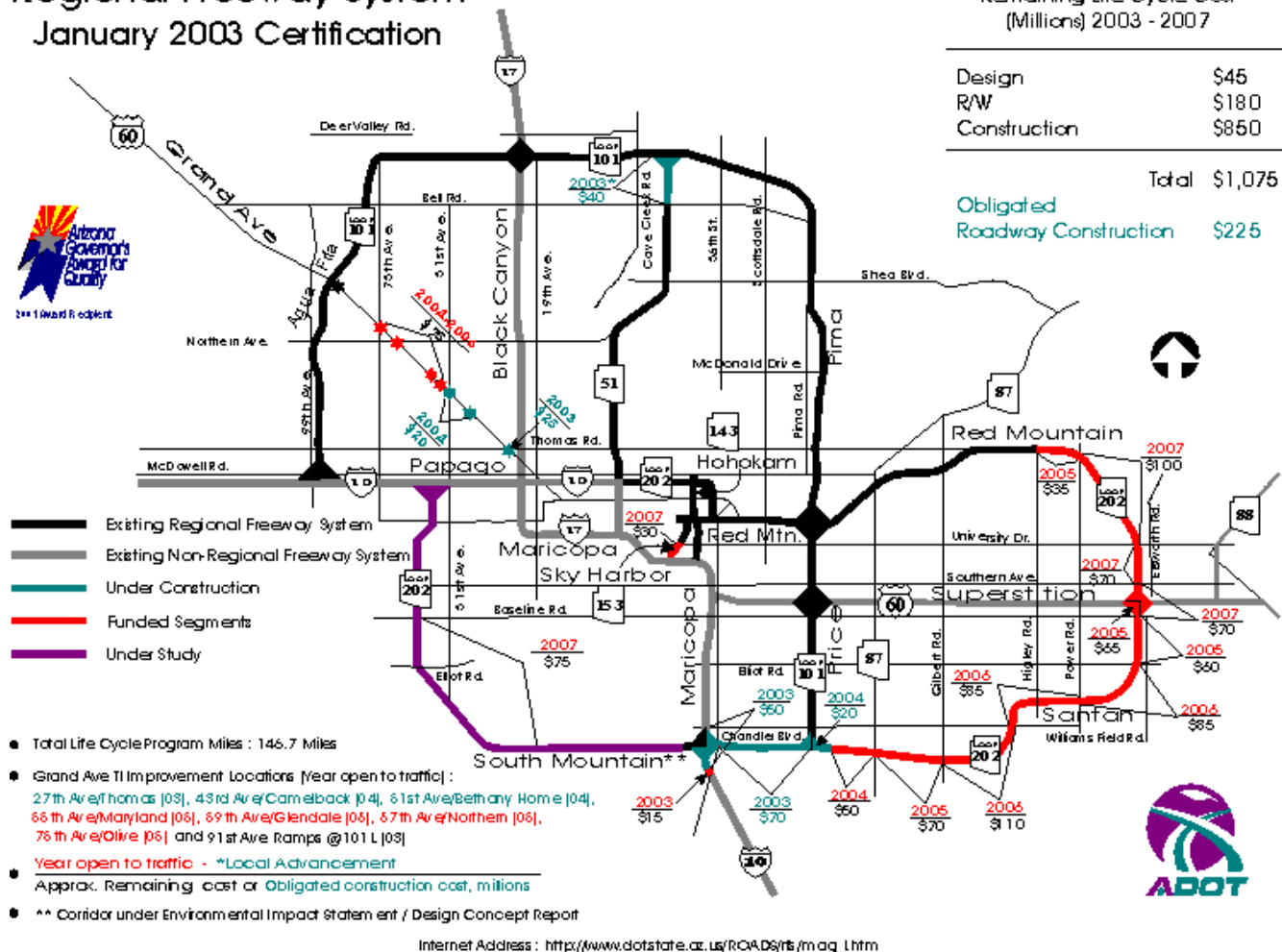
### **TRAFFIC COUNTS**

Map 2 gives a listing of the average traffic volume for major streets in Scottsdale for 2001-2002.

Map 2 is also available at <http://www.scottsdaleaz.gov/Traffic/PDF/segments2002.pdf>

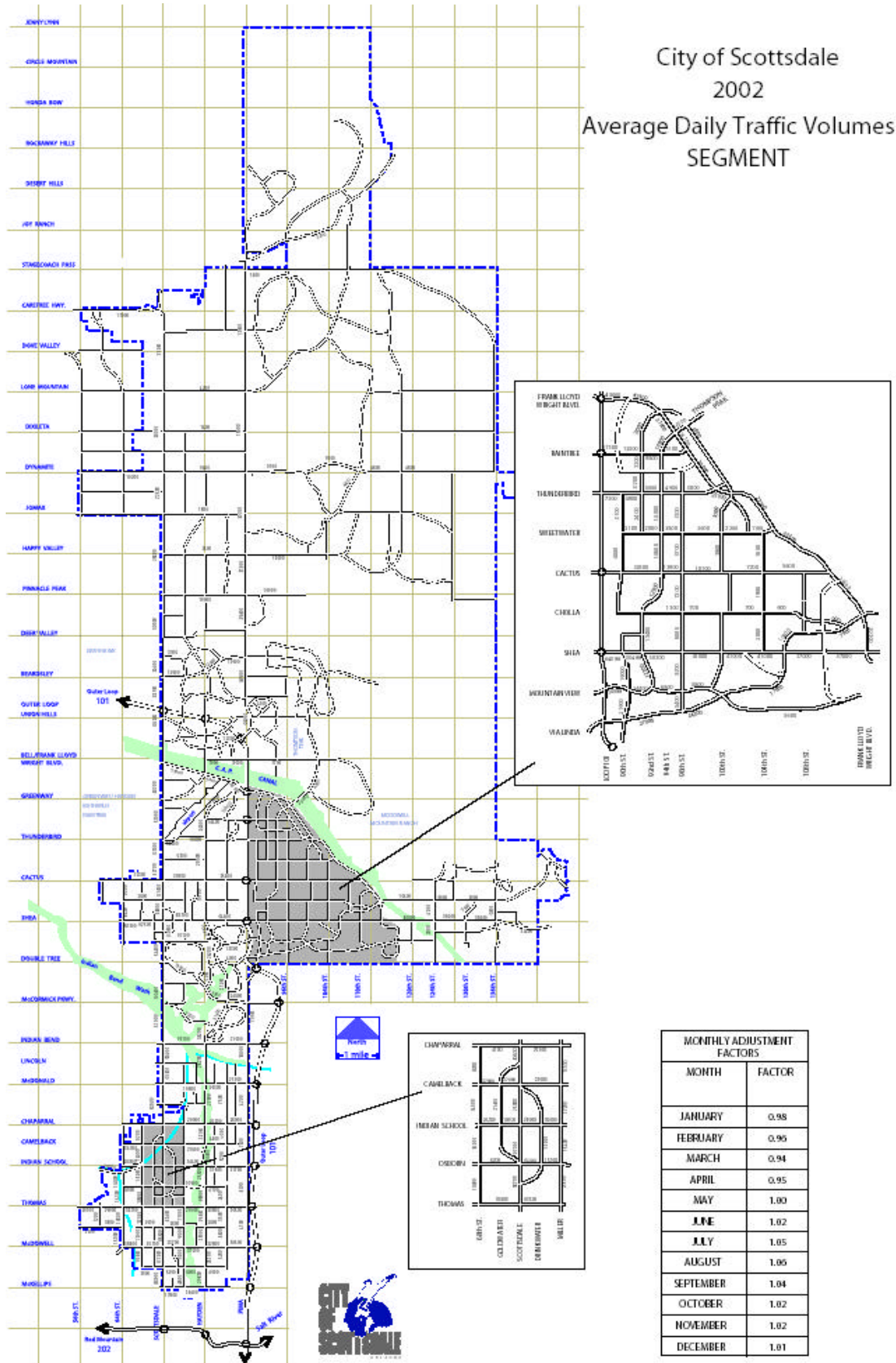
# Map 1 Metro Area Freeway Construction Activity & Completion Date

## Regional Freeway System January 2003 Certification





## Map 2 2002 Traffic Volume Counts



# **ECONOMIC TRENDS**

## ECONOMIC TRENDS

This section examines several factors relating to the economic condition of Scottsdale, including employment, labor force characteristics, unemployment rates, building permit valuation, assessed valuation, and the growth of the tourism industry.

### **SCOTTSDALE EMPLOYMENT**

#### **Tables 4 and 5**

Table 4 provides a breakdown of projected employment by industry of Scottsdale residents. Services, retail trade, finance/insurance and real estate (FIRE), and manufacturing were the largest employment categories projected for 2000 in Scottsdale. Ten-year projections indicate that these industries will continue to have a strong presence in Scottsdale.

Table 4  
**SCOTTSDALE EMPLOYMENT PROJECTIONS BY INDUSTRY AND YEAR**

	2000		2010	
	Employment	Percent	Employment	Percent
Agriculture	1,918	1.5%	2,225	1.4%
Mining	122	0.1%	123	0.08%
Construction	7,077	5.5%	7,938	5.1%
Low Tech Manufacturing	2,985	2.3%	3,639	2.3%
High Tech Manufacturing	8,138	6.3%	8,762	5.6%
Transport	3,842	3.0%	4,038	2.6%
Wholesale Trade	6,674	5.2%	8,378	5.4%
Retail Trade	18,725	14.5%	23,507	15.0%
Finance, Insurance, Real Estate (FIRE)	16,440	12.8%	18,141	11.6%
Health Industry	12,785	9.9%	14,934	9.6%
Hospitality	14,652	11.4%	17,900	11.4%
Personal Services	8,446	6.6%	10,600	6.8%
TOTAL	128,652	100.0%	156,267	100.0%

Source: Gruen Gruen & Associates, June 1999

Table 5 lists the 25 largest employers in Scottsdale as of April 2003. Most are technology companies, retailers, resorts, insurance companies, health care, education, and other service activities.

**Table 5**  
**25 Largest Employers in Scottsdale**

<b>Rank</b>	<b>Company Name</b>	<b>Employees</b>
1	Scottsdale Memorial Health System	4,444
2	Mayo Clinic	3,748
3	Scottsdale Unified School District	3,050
4	General Dynamics	3,000
5	AdvancePCS, Inc.	2,218
6	City of Scottsdale	1,848
7	Rural Metro Corporation	1,200
8	Scottsdale Insurance Company	1,153
9	Scottsdale Princess Resort	1,100
10	The Vanguard Group	1,050
11	Phase II Solutions	827
12	United States Postal Service - Scottsdale	659
13	Desert Mountain Properties	636
14	First Health Group	600
15	McKesson Health Solutions	600
16	Dial Corp	595
17	Pegasus Solutions	550
18	Paddock Pools	530
19	JDA Software Group, Inc.	502
20	The Boulders Resort	500
21	Pitre Automotive Group	475
22	Hyatt Regency at Gainey Park	471
23	United Blood Services	463
24	Best Software CRM Division	420
25	Dillards	400

Source: City of Scottsdale, April 2003

## **JOB GROWTH VS LABOR GROWTH AND POPULATION**

**Table 6 and Chart 2**

One method by which the economic vitality of a city is measured is to compare rates of job growth with rates of growth of the labor force and overall population growth, as is done in Table 6. Between 1990 and 2000, Scottsdale experienced a 30 percent increase in job growth (jobs physically located within the City); while the metro area experienced an overall increase in jobs of 29 percent. During the same time period, Scottsdale's labor force (persons who live in the city between 18 and 65 years of age who are employed or actively seeking employment) grew by 30 percent, while the metro area's population grew by 28 percent.

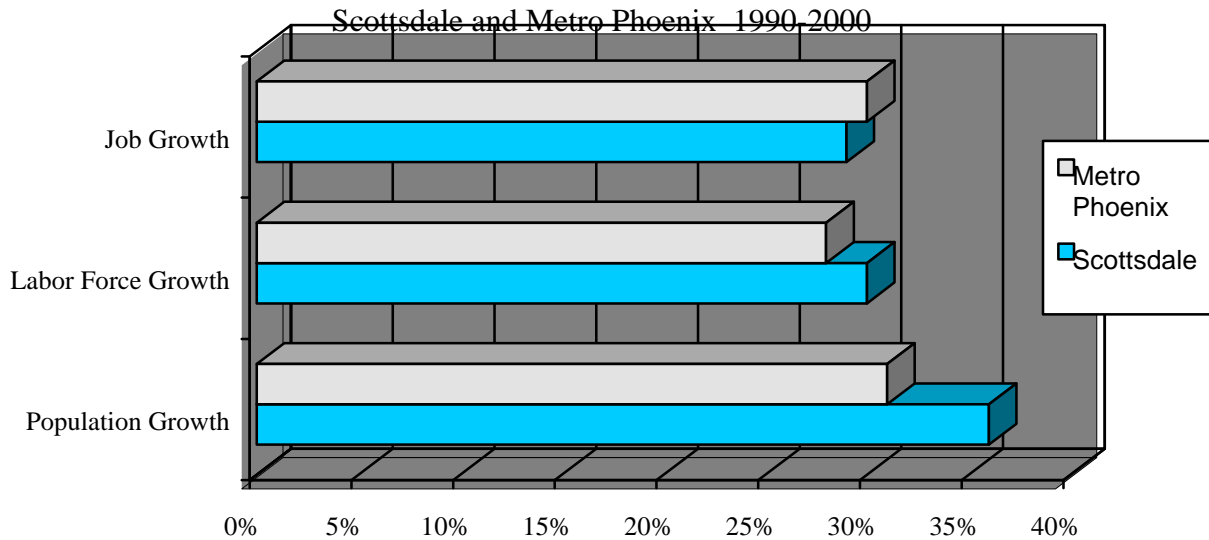
In 1995 there were more jobs located in Scottsdale than there was a local labor force (1.23 jobs per each Scottsdale resident in the labor force). By contrast, the Phoenix metro area (Maricopa County) had a ratio of jobs to labor force of 0.97 in 2000. Job growth and labor force growth in metro Phoenix were both greater than population growth, although job growth in Scottsdale exceeded both population and job growth for the period.

Table 6  
**Job Growth, Labor Force Growth, and Population Growth**

Year	Scottsdale	Maricopa County
<b>JOB GROWTH</b>		
1990	88,967	1,027,007
1995	118,551	1,276,057
2000	126,918	1,454,181
Percent Change 1990 - 2000	30%	29%
<b>LABOR FORCE GROWTH</b>		
1990	72,793	1,074,542
1995	90,579	1,308,729
2000	103,407	1,489,292
Percent Change 1990 - 2000	30%	28%
<b>POPULATION GROWTH</b>		
1990	130,069	2,122,101
1995	168,176	2,551,765
2000	204,564	3,072,149
Percent Change 1990 - 2000	36%	31%
Ratio of Jobs to Labor Force:	1.23 to 1	0.97 to 1

Source: Arizona Department of Economic Security,  
City of Scottsdale Economic Vitality Department

Chart 2  
**JOB GROWTH, LABOR FORCE GROWTH AND  
 POPULATION GROWTH**



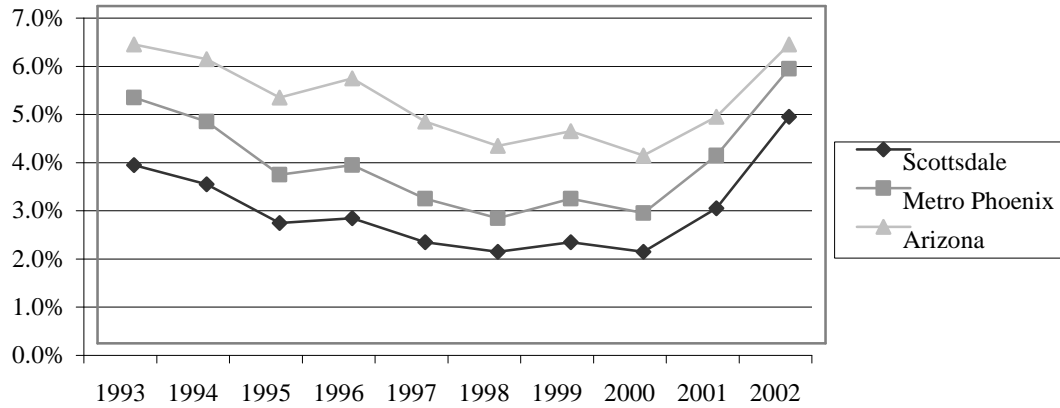
In general, cities that have greater population growth than job growth have a tendency to encounter economic problems during periods of recession because they tend to have weak economic bases. It is difficult for a city to control its own economic well being when it is highly residential in nature and has a small economic base. Service demands for residential development tend to be far greater than for commercial development, while residential revenues tend to be lower than commercial revenues.

### **UNEMPLOYMENT RATES**

**Chart 3 and Table 7**

Between 1993 and 2002, Scottsdale's average unemployment rate ranged between a high of 3.8 percent in 2002, to a low of 1.9 percent in 1998 and 2000. Scottsdale parallels the metro Phoenix and Arizona rates, but always at a significantly lower level. The unemployment rate for Scottsdale has consistently been about 30 percent lower than the rate for the entire metro Phoenix area and over 40 percent lower than the rate for the State of Arizona.

**Chart 3**  
**Unemployment Rates 1993 - 2002**  
Average Annual Rates



Source: Department of Economic Security

**Table 7**  
**Average Annual Unemployment Rates 1993 – 2002**

YEAR	Scottsdale	Metro Phoenix	Arizona
1993	3.7%	5.1%	6.2%
1994	3.3%	4.6%	5.9%
1995	2.5%	3.5%	5.1%
1996	2.6%	3.7%	5.5%
1997	2.1%	3.0%	4.6%
1998	1.9%	2.6%	4.1%
1999	2.1%	3.0%	4.4%
2000	1.9%	2.7%	3.9%
2001	2.8%	3.9%	4.7%
2002	4.1%	5.7%	6.2%

Source: Arizona Department of Economic Security

## **EMPLOYMENT SUMMARY**

Overall, the employment situation for Scottsdale looks positive. The industries that employ significant numbers of Scottsdale's residents are the ones that still are growing (retail and services); industries that tend to be cyclical in nature (for example, construction) are less critical to Scottsdale. The job creation rate is higher than most cities, and certainly higher than the population growth rate. Scottsdale is continuing to experience faster job creation than population growth, a condition that is expected to continue.

## **VALUE OF BUILDING PERMITS**

**Table 8 and Chart 4**

The total value of building permits granted in Scottsdale in 2002 was \$610.5 million. Chart 4 compares Scottsdale's percentage of permit values and population to that of the Phoenix metro area. Over the last ten years, Scottsdale's building permit valuation, as a percentage of the total for the metro area, has been in the range of 10 – 20 percent. In 2001, Scottsdale permitted almost 9 percent of the Phoenix metro area's building permit valuation, despite having only 7.1 percent of the metro area's population. Scottsdale is receiving a greater percentage of new construction than would be expected for a city of its size. This trend has continued, but declined in the past five years due to decreases in the number of single-family homes.

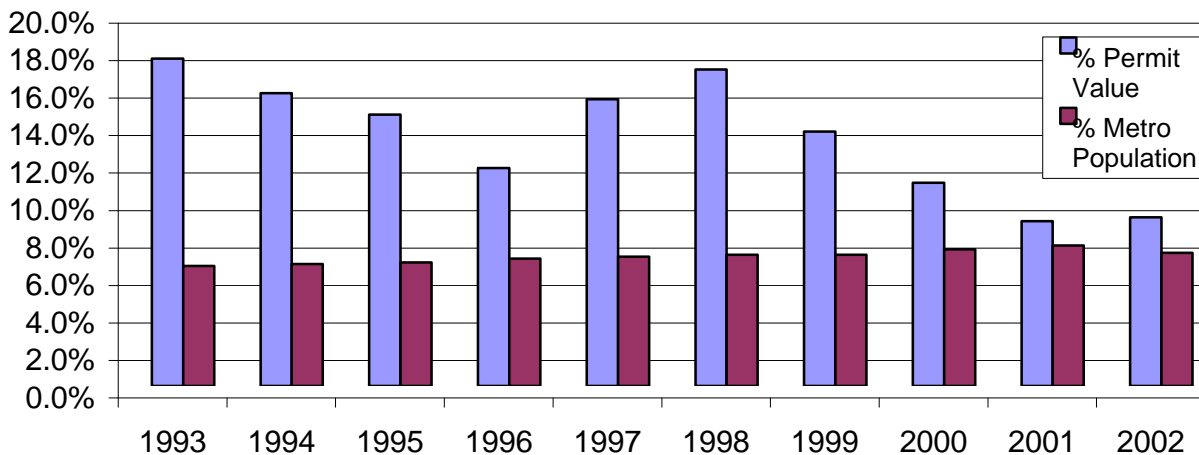
Table 8  
**Value of Building Permits 1993 – 2002**

<b>Calendar Year</b>	<b>Scottsdale</b>	<b>Maricopa County</b>	<b>Scottsdale's Percentage</b>
1993	\$ 616,540,874	\$ 3,529,540,000	17.5%
1994	\$ 765,230,036	\$ 4,898,379,000	15.6%
1995	\$ 788,060,046	\$ 5,440,364,000	14.5%
1996	\$ 790,858,919	\$ 6,798,341,000	11.6%
1997	\$ 1,095,205,453	\$ 7,153,345,000	15.3%
1998	\$ 1,431,771,972	\$ 8,477,796,000	16.9%
1999	\$ 1,130,304,322	\$ 8,324,511,000	13.6%
2000	\$ 939,402,365	\$ 8,665,613,000	10.8%
2001	\$ 820,362,000	\$ 9,332,597,000	8.8%
2002	\$ 610,594,653	\$ 6,751,142,000	9.0%

Sources: City of Scottsdale One Stop Shop;  
Arizona Real Estate Center, Arizona State University



**Chart 4**  
**Building Permit Valuation**  
 Scottsdale's Percentage of Permit Values and Population  
 Compared to Metro Phoenix



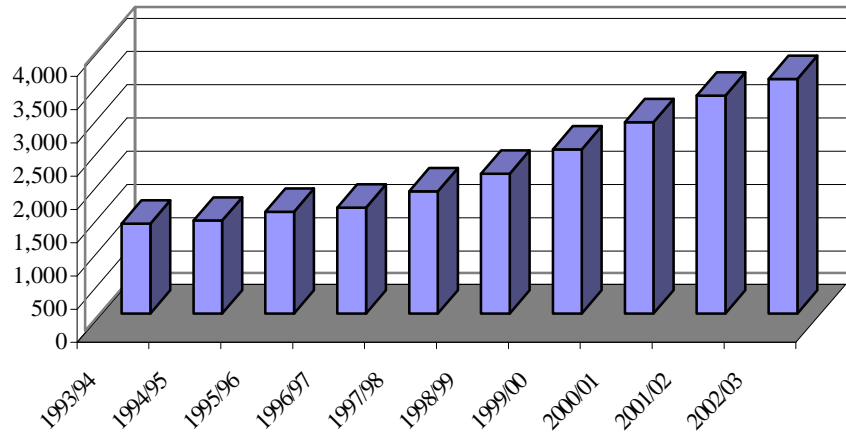
Source: City of Scottsdale One Stop Shop;  
 Arizona Real Estate Center, Arizona State University

### **Growth in Assessed Valuation** **Chart 5 and Table 9**

The secondary assessed valuation of property in Scottsdale has risen since FY90/91 from \$1.5 billion to \$3.5 billion in FY02/03. This represents a 142 percent increase over a 10-year period. Scottsdale is second only to the City of Phoenix in assessed valuation in the State of Arizona.

During the eighties, the rate of increase was relatively constant. However, with the recession of the early nineties, total assessed valuation actually declined from 1991/1992 to 1993/1994. Increases since 1994/1995 reflect a rebound in assessed valuation due to a healthy, stable valuation environment coupled with new construction activity. Valuation increased by 7.59 percent in 2001/2002 over the previous year. Scottsdale should continue to see increases in valuation.

Chart 5  
**Assessed Valuation: FY 1993/94 - 2002/03**  
City of Scottsdale (in Millions)



Source: City of Scottsdale Financial Services Department

Table 9  
**Change in Assessed Valuation: 1993/1994 - 2002/2003**

Fiscal Year	Total Net Secondary Assessed Valuation	Percent Change
1993/94	\$ 1,352,922,000	-1.88%
1994/95	\$ 1,399,126,000	3.42%
1995/96	\$ 1,530,088,317	9.36%
1996/97	\$ 1,591,800,942	4.03%
1997/98	\$ 1,839,090,230	15.54%
1998/99	\$ 2,102,351,943	14.31%
1999/00	\$ 2,469,628,670	17.47%
2000/01	\$ 2,877,733,056	16.52%
2001/02	\$ 3,277,950,767	13.91%
2002/03	\$ 3,526,604,612	7.59%
<b>% Change FY 93/94 - FY 02/03:</b>		<b>142%</b>

Sources: City of Scottsdale Financial Services Department

Notes: Arizona secondary assessed valuations reflect the "full-cash" value of property; there are no restrictions on the growth rate of the values. As a comparison, primary assessed valuation are restricted in their growth rate

## **TOURISM**

Table 10

In 2002, 115 new hotel rooms were added to the Scottsdale/Paradise Valley market area. Smith Travel Research reported that Scottsdale's 2002 occupancy was 60.3 percent and the calculated average room rate was \$133.63. Occupancy increased slightly, after a one-year decrease from 2000 to 2001. In 2002, bed tax revenues totaled \$6.9 million, a slight decrease from the previous year. Over the past twelve years, total bed tax collections (3 percent of room revenues) have ranged from \$4.1 million in 1990 to \$6.9 million in 2002.

Table 10  
**Growth in Tourism**  
1993 – 2002 Scottsdale/Paradise Valley Market Area

<b>Calendar Year</b>	<b>Hotel Room Inventory</b>	<b>Average Room Rate</b>	<b>Average Occupancy Rate</b>	<b>Scottsdale Bed Tax Collections</b>
1993	8,986	\$ 103.74	75.3%	\$ 4,153,679
1994	8,986	\$ 115.63	75.4%	\$ 4,582,890
1995	8,867	\$ 123.28	76.3%	\$ 5,187,265
1996	9,197	\$ 130.60	73.5%	\$ 5,986,818
1997	10,527	\$ 136.25	72.1%	\$ 6,623,444
1998	11,061	\$ 138.40	68.0%	\$ 6,878,352
1999	12,755	\$ 136.56	63.3%	\$ 6,626,424
2000	13,150	\$ 140.53	64.0%	\$ 7,619,693
2001	13,316	\$ 143.34	59.5%	\$ 7,407,424
2002	13,431	\$ 133.63	60.3%	\$ 7,154,234

Source: Smith Travel Research

Scottsdale/Paradise Valley Tourism Study Part I: Lodging Statistics; City of Scottsdale Economic Vitality Development

Bed tax collection figures represent Scottsdale only.

# **SCOTTSDALE RETAIL SPACE**

## **RETAIL SPACE INVENTORY**

Scottsdale has seen a substantial growth in retail inventory over the decade of the 1980s. At the beginning of 2002, the Scottsdale market area retail space inventory stood at 13 million square feet, 13.8 percent of the Phoenix metro inventory (see Table 11). Construction of retail space during 2002 continued at a relatively steady rate compared to the rest of the metro area, maintaining Scottsdale's market share. Scottsdale is expected to maintain a high demand for retail centers because of the completion of the Pima Freeway (Loop 101) and continued population increases.

## **RETAIL VACANCY RATES**

Despite substantial increases in available space, the Scottsdale retail vacancy rate remains the lowest in Phoenix metro area. As is noted in Table 12, Scottsdale's vacancy stands at 5.4 percent, much lower than the metro area average of 8.3 percent. Most categories of retail in Scottsdale's older neighborhoods (primary regional, strip, freestanding) also show lower vacancy rates than the metro figures.

## **RETAIL RENTAL RATES**

Average asking retail rental rates in Scottsdale in 2002 were \$21.90 per square foot respectively for all types of retail space (see Table 11). This is higher than any other metro area, reflecting the strength of the Scottsdale retail market.

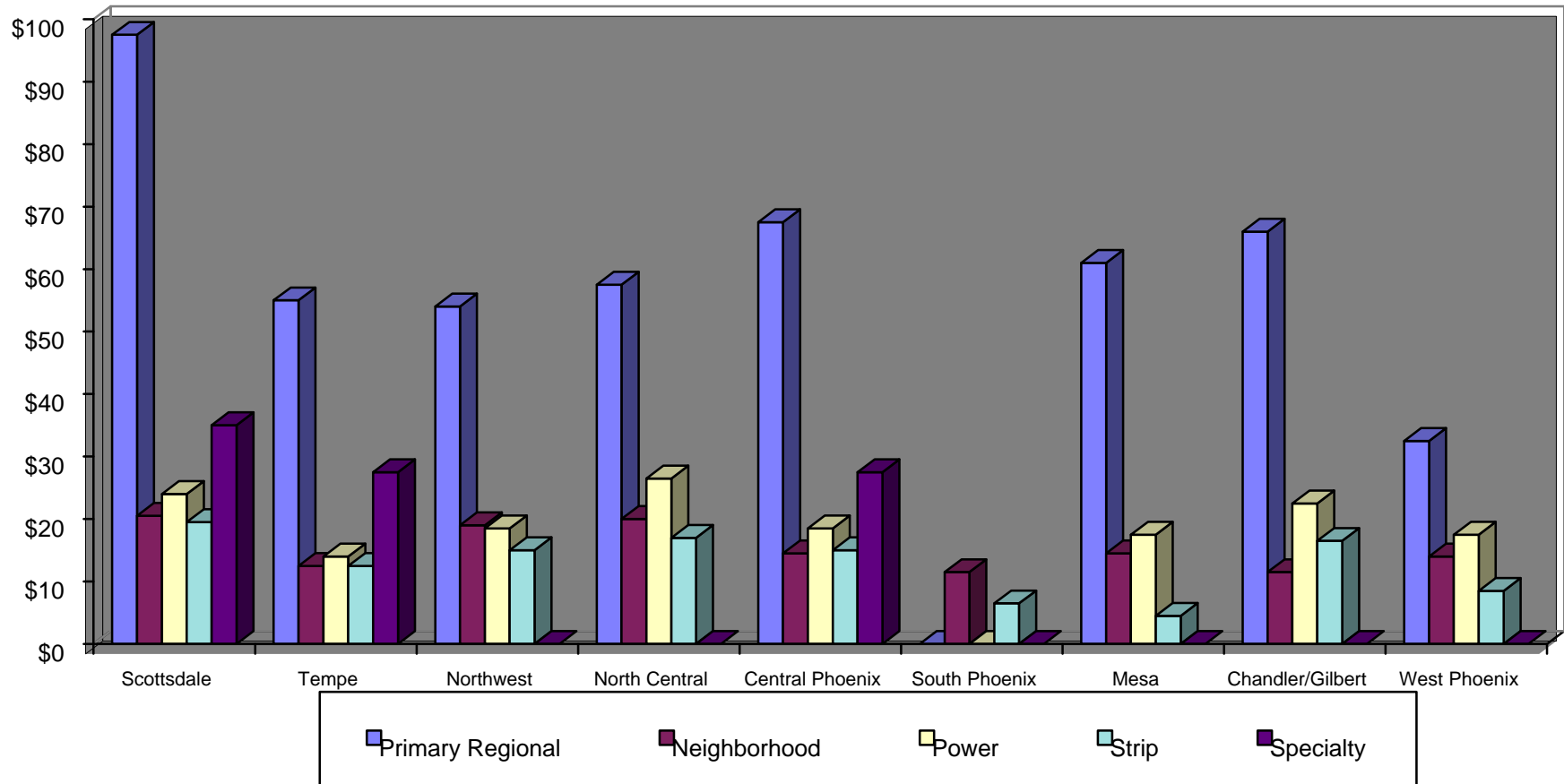
**2002 SPACE INVENTORY: METRO PHOENIX SUBMARKETS (sq. ft)**

**Metro Phoenix Retail Market, Second Half 2002**

<b>Area Classification</b>	<b>Total Built</b>	<b>Total Vacant</b>	<b>Vacancy Percent</b>	<b>Under Construction</b>	<b>Asking Rate Low-High</b>
<b>NORTHWEST</b>					
Regional	3,966,400	59,982	1.5%	0	\$18-\$90
Neighborhood	9,637,464	1,157,464	12.0%	154,273	\$4-\$34
Power	5,089,626	525,503	10.3%	877,361	\$7-\$30
Strip	1,355,020	117,561	8.7%	0	\$6-\$24
SUBTOTAL:	20,048,510	1,860,510	9.3%	1,031,634	
<b>WEST PHOENIX</b>					
Regional	967,100	20,000	2.1%	0	\$15-\$50
Neighborhood	4,270,271	473,685	11.1%	160,000	\$4-\$24
Power	1,779,100	239,555	13.5%	1,630,000	\$5-\$30
Strip	382,841	12,468	3.3%	0	\$5-\$12
SUBTOTAL:	7,399,312	745,708	10.1%	1,790,000	
<b>NORTH CENTRAL</b>					
Regional	1,446,300	5,000	0.3%	0	\$25-\$90
Neighborhood	4,675,661	230,653	4.9%	130,000	\$5-\$35
Power	2,774,200	86,835	3.1%	0	\$14-\$39
Strip	941,740	44,130	4.7%	50,075	\$6-\$28
SUBTOTAL:	9,837,901	366,618	3.7%	180,075	
<b>CENTRAL PHOENIX</b>					
Regional	1,714,100	221,500	12.9%	0	\$15-\$120
Neighborhood	3,484,068	311,677	8.9%	0	\$5-\$24
Power	2,092,200	49,160	2.3%	0	\$11-\$26
Strip	1,061,056	71,149	6.7%	24,879	\$5-\$25
Specialty	312,800	20,000	6.4%	0	\$20-\$35
SUBTOTAL:	8,664,224	673,486	7.8%	24,789	
<b>SOUTH PHOENIX</b>					
Neighborhood	794,489	138,408	17.4%	0	\$5-\$18
Strip	64,522	5,200	8.1%	0	\$3-\$10
SUBTOTAL:	859,011	143,608	16.7%	0	
<b>SCOTTSDALE</b>					
Regional	2,060,800	3,704	0.2%	0	\$45-\$150
Neighborhood	5,758,597	389,630	6.8%	155,000	\$7-\$34
Power	3,659,908	239,720	6.5%	914,593	\$10-\$38
Strip	1,010,877	63,490	6.3%	44,500	\$5-\$34
Specialty	705,500	19,500	2.8%	600,000	\$20-\$50
SUBTOTAL:	13,195,682	716,044	5.4%	1,714,093	
<b>TEMPE</b>					
Regional	1,501,900	3,000	0.2%	0	\$20-\$90
Neighborhood	4,452,838	393,630	8.8%	0	\$5-\$20
Power	1,034,072	183,804	17.87%	0	\$7-\$21
Strip	870,365	44,309	5.1%	22,140	\$8-\$17
Specialty	381,400	26,957	7.1%	0	\$20-\$35
SUBTOTAL:	8,240,575	651,420	7.9%	22,140	
<b>MESA</b>					
Regional	2,805,000	8,466	0.3%	0	\$22-\$100
Neighborhood	7,843,539	859,746	11.0%	180,000	\$4-\$25
Power	2,579,634	126,472	4.9%	270,000	\$10-\$25
Strip	1,706,646	106,3638	6.2%	75,016	\$5-\$18
SUBTOTAL:	14,934,819	1,101,047	7.4%	525,016	
<b>CHANDLER/GILBERT</b>					
Regional	1,718,100	650	0.0%	0	\$12-\$120
Neighborhood	6,848,210	616,172	9.0%	688,027	\$6-\$17
Power	3,859,321	143,877	3.7%	0	\$10-\$35
Strip	1,654,056	104,562	6.3%	134,960	\$7-\$26
Specialty	0	0	0.0%	100,932	
SUBTOTAL:	14,079,687	865,261	6.1%	923,919	
<b>TOTALS</b>					
<b>Regional</b>	16,179,700	322,302	2.0%	0	\$12-\$150
<b>Neighborhood</b>	47,765,137	4,570,785	9.6%	1,467,300	\$4-\$35
<b>Power</b>	21,868,061	1,594,926	7.0%	3,691,954	\$5-\$39
<b>Strip</b>	9,047,123	569,232	6.3%	351,570	\$3-\$34
<b>Specialty</b>	1,399,700	66,457	4.7%	700,932	\$20-\$50
<b>MARKET TOTALS:</b>	97,259,271	7,123,702	7.3%	6,211,756	
Scottsdale % of Total	13.6%	10.1%		27.6%	

Source: Metropolitan Phoenix Retail Market Survey – Second Half 2002 Grubb & Ellis

Chart 6  
Median Rental Rates  
Metropolitan Phoenix 2002



Source: Metropolitan Phoenix Retail Market Survey – Second Half 2002 Grubb & Ellis

## GROWTH IN SALES TAX COLLECTIONS

Table 12

Scottsdale's adjusted sales tax collections have risen at a rapid rate since FY93/94 from \$44.9 million to \$110.8 million in FY02/03. Part of this increase in revenues can be attributed to increases in the sales tax rate - from 1 percent to 1.2 percent in 1990 (special tax for transportation) and then to 1.4 percent in 1995 (special tax for mountain preservation). Sales tax collections for FY02/03 were 0.9 percent below last year's collection. This decrease in sales tax collections can be attributed to the state of the economy and the tragedies of September 11, 2001.

Table 12  
**Growth in Sales Tax Collections**  
**FY 1993/94 - 2002/03**

<b>Fiscal Year</b>	<b>Sales Tax Collections</b>	<b>Percent Change</b>
93/94	\$ 44,946,202	14.9%
94/95	\$ 52,237,294	16.2%
95/96	\$ 66,827,503	27.9%
96/97	\$ 74,729,359	11.8%
97/98	\$ 84,825,508	13.5%
98/99	\$ 97,780,147	15.3%
99/00	\$ 108,033,945	10.5%
00/01	\$ 113,538,992	5.1%
02-Jan	\$ 111,760,545	-1.6%
03-Feb	\$ 110,813,432	-0.9%

Source: City of Scottsdale Financial Services Department

Notes: Sales tax rate increased by .2% to 1.4% on 7/1/95



## **SALES TAX COLLECTION COMPARISONS**

Table 13 and Chart 7

Table 13 presents each of the major metro area cities' sales tax collections since FY92/93. Tax rates have changed for each city in the last decade.

- The City of Scottsdale's sales tax rate was 1.2 percent from FY90/91 through FY94/95, and was increased to 1.4 percent in July of 1995.
- Phoenix's sales tax rate, for the most part, was 1.2 percent from FY90/91 through FY93/94, changed to 1.3 percent in December of 1993, once again in November of 1998 to 1.4 percent, and is currently 1.8 percent as of June 2000.
- Tempe's sales tax rate was 1.0 percent from FY90/91 through FY91/92, changed to 1.2 percent from FY92/93 through FY95/96, and has been 1.8 percent since January 2001.
- Generally, Glendale's sales tax rate was 1.0 percent from FY90/91 through FY92/93, then increased to 1.3 percent in April of 1994, and is currently 1.8 percent since January 2002.
- Mesa's sales tax rate was 1.0 percent from FY90/91 through FY98/99 and increase to 1.5 percent in August of 1998.
- Chandler's tax rate was 1.0 percent in FY90/91 and was increased to 1.5 percent in May of 1994.
- Gilbert's sales tax rate has been 1.5 percent since sales tax revenue began to be recorded for FY99/00
- Peoria's sales tax rate has been 1.5 percent since sales tax revenue began to be recorded for FY99/00

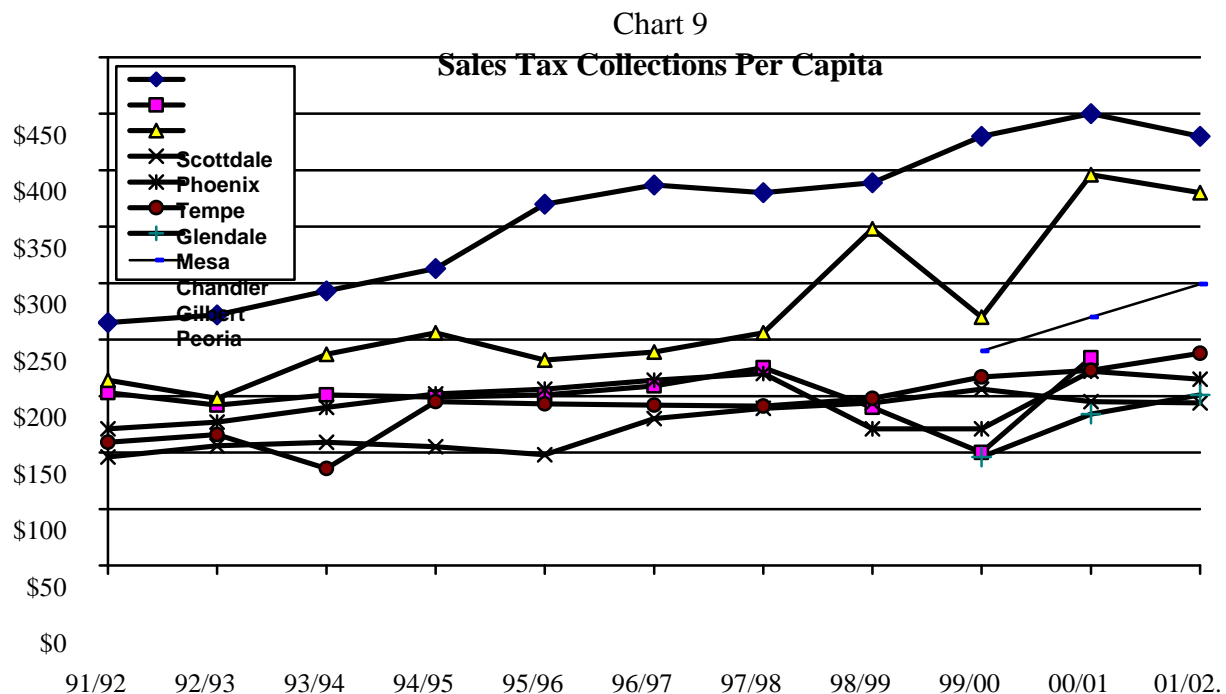
Chart 7 and Table 15 compare per capita sales tax collections; Scottsdale leads all other cities in per capita collections by a substantial margin. Prior to FY93/94 most of the other Valley communities, along with Scottsdale, showed very little change in sales tax collections. In FY94/95, however, strong increases in sales tax collections occurred in many valley communities. The per capita sales tax comparison table shows population growth in a number of valley communities off-setting gains in sales tax revenues.

Beginning with FY98/99, sales tax revenue calculations in this report were changed to reflect sales tax revenues collected exclusively for the general fund. The reason for this change was to compare all cities' sales tax revenues on the same basis. This is a substantial change for the Phoenix sales tax revenues because in prior years, revenue that went to other funds was included in the total sales tax revenue figures.

Table 13  
**GROWTH IN GENERAL FUND SALES TAX COLLECTIONS: FY 1993/94 – 2002/03**  
 (compared on an adjusted 1% rate basis)

Fiscal Year	Sales Tax Collections	Percent Change
93/94	\$37,740,940	10.6%
94/95	\$43,755,416	14.8%
95/96	\$49,476,176	15.9%
96/97	\$54,529,621	13.2%
97/98	\$61,770,518	11.2%
98/99	\$70,735,000	13.3%
99/00	\$77,173,395	9.1%
00/01	\$81,099,280	5.1%
01/02	\$79,828,961	-1.6%
02/03	\$79,809,999	-0.0%

Source: City of Scottsdale Financial Services Department

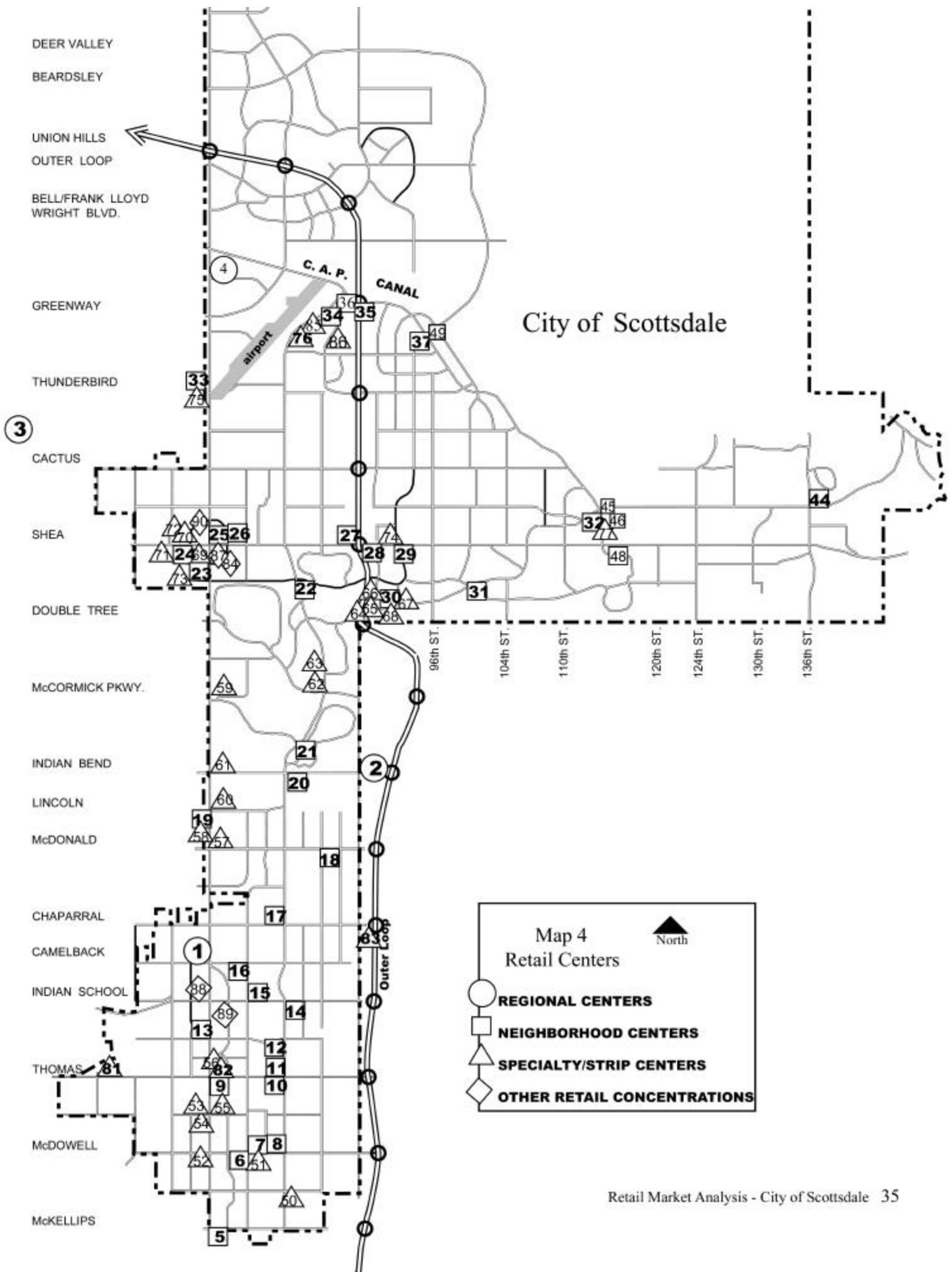


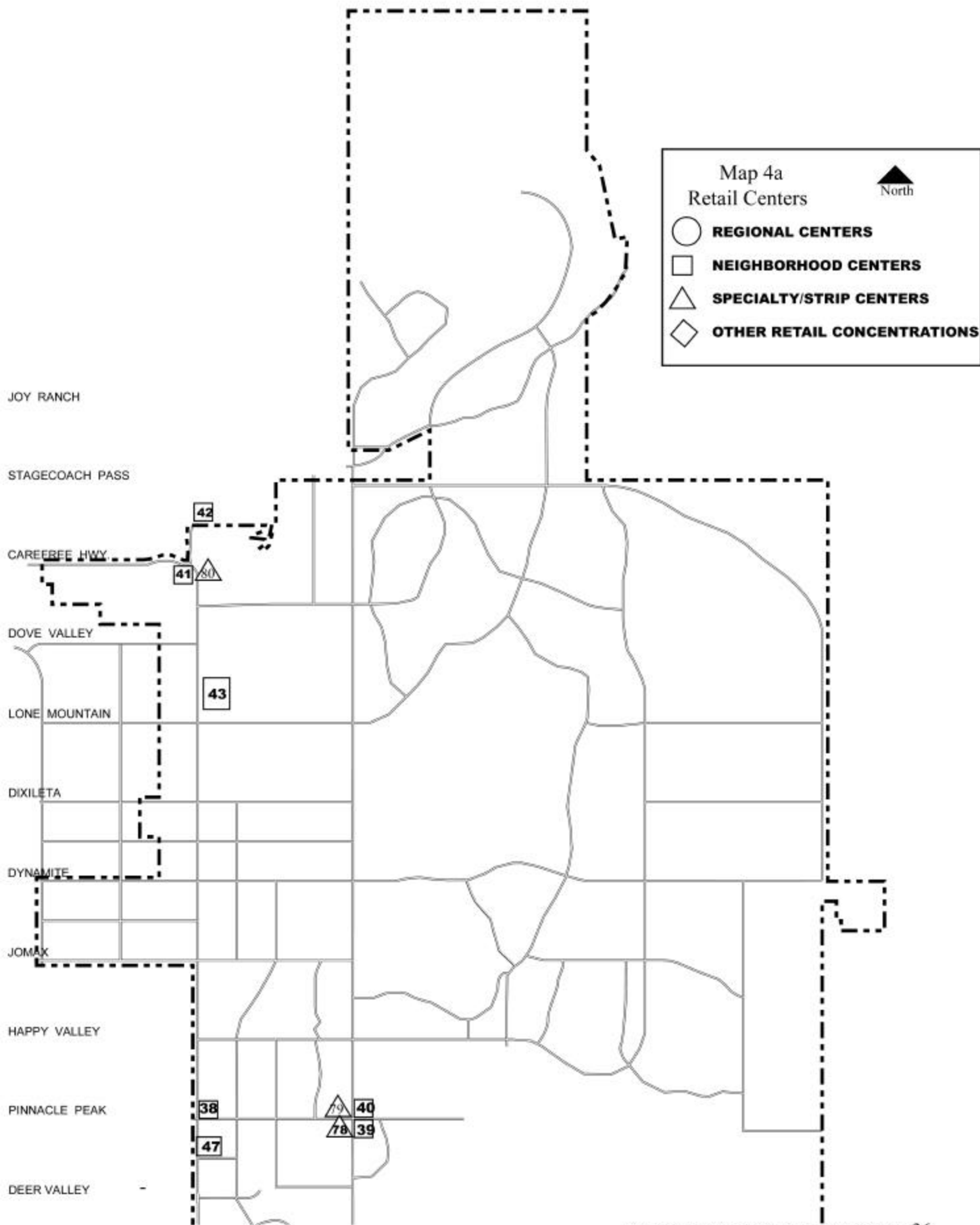
Source: City of Scottsdale Economic Vitality Department

## **EXISTING CENTERS**

### **Map 4 and Table 14**

Map 4 and Table 14 provide an overview of the existing retail facilities in Scottsdale, as well as a few centers that are located adjacent to the cities boundaries in neighboring communities. These centers are broken down by category -- regional centers, anchored neighborhood centers, specialty and strip centers, and other major retail concentrations.





**TABLE 14  
EXISTING RETAIL CENTERS**

**REGIONAL CENTERS**

Center Name  
Physical Location, Jurisdiction  
Center Type, Square Footage, Zip Code  
Anchors

**1. SCOTTSDALE FASHION SQUARE**

NWC Camelback Rd & Scottsdale Rd - Scottsdale  
Enclosed Super-Regional Mall 1,900,000 sq ft 85251  
Anchors: Dillards (365,000), Robinsons-May (285,000)  
Neiman Marcus (100,000), Nordstrom (225,000)  
Remaining Tenants: primarily upscale, specialty retailers

**2. SCOTTSDALE PAVILIONS**

NEC & SEC of Pima Rd and Indian Bend Rd -  
Salt River Pima Maricopa Indian Community  
Power Center 1,090,327 sq ft 85256  
Anchors: Home Depot (120,000), Target (112,000), Mervyns (76,000),  
Ross, UA Cinemas, Cost Plus Imports, Circuit City, Marshall's, Michael's, Best Buy  
Remaining Tenants: discount and category killers, local retail discount shops

**3. PARADISE VALLEY MALL**

NWC Tatum Blvd & Cactus Rd - Phoenix  
Enclosed Super Regional Mall 1,350,000 sq ft 85254  
Anchors: Dillards (192,000), Macy's (180,000) Robinsons May (145,600)  
JCPenney (148,600), Sears (125,000)  
Remaining Tenants: mid-level mall shops

**4. KIERLAND COMMONS**

NWC Greenway Parkway & Scottsdale Rd – Phoenix  
Office/Retail Center 400,000 sq ft 85254  
Anchors: Barnes & Noble, Crate and Barrel, PF Changs, The Cheesecake Factory, Ann  
Taylor Loft, J Crew, Morton's of Chicago, Tommy Bahama, Restoration Hardware,  
Victoria's Secret  
Remaining Tenants: primarily upscale, specialty retailers, and offices

**5. SCOTTSDALE PROMENADE**

SEC Scottsdale Rd & Frank Lloyd Wright Blvd - Scottsdale  
Mixed Use Retail Center 720,000 sq ft 85260  
Anchors: Lowe's, The Great Indoors, Old Navy, Cost Plus World Market, PetsMart,  
Office Max, Trader Joe's, Linens N Things, Nordstrom's Rack, Men's Wearhouse  
Phase 2 Office/Retail Completion Date: 2004

## **PARTIALLY OPEN/UNDER CONSTRUCTION**

### **6. SCOTTSDALE 101**

SWC Scottsdale Rd and Loop 101 – Phoenix

Mixed Use Regional Retail Center 85254

Tenants: Expo Design Center, Borders, Sportmart, Babies R Us, Bed, Bath & Beyond, Harkins Cine Capri Theaters, Elephant Bar

Remaining Tenants: Small restaurants and specialty retail shops

### **ANCHORED RETAIL CENTERS (over 30,000 sq. ft.)**

Center Name  
Physical Location, Jurisdiction  
Square Footage, Year Built, Zip Code  
Anchor(s)

### **7. SUN PLAZA**

SEC Scottsdale Rd & McKellips – Tempe

77,810 sq ft 1977 85281

Anchors: Sun Foods/Big!Lots

### **8. LOS ARCOS CROSSING**

SEC 74th St & McDowell Rd - Scottsdale

124,349 sq ft 1975 85257

Anchors: Basha's/OSCO/Auto Zone

### **9. FOUNTAIN PLAZA**

NEC McDowell Rd & 77th St - Scottsdale

105,991 sq ft 1980 85257

Anchors: Fry's/Greenback's

### **10. K-MART PLAZA**

NWC Hayden Rd & McDowell Rd - Scottsdale

147,061 sq ft 1963 85257

Anchor: K-Mart

### **11. SCOTTSDALE CROSSINGS**

SEC Thomas Rd & Scottsdale Rd - Scottsdale

119,467 sq ft 1991 85257

Anchors: Albertson's/Ace Hardware

### **12. INDIAN RIVER PLAZA**

SWC Hayden Rd & Thomas Rd - Scottsdale

87,084 sq ft 1979 85251

Anchors: OSCO/99 Cent Only

13. HAYDEN THOMAS CENTER  
NWC Hayden Rd & Thomas Rd - Scottsdale  
59,524 sq ft                      1971                      85251  
Anchor: World Gym
14. OFFICE MAX PLAZA  
SWC Osborn & Hayden - Scottsdale  
76,435 sq ft                      1981                      85251  
Anchors: Office Max/Walgreens
15. WALGREENS –STAPLES CENTER  
NW Osborn & Scottsdale Rd. - Scottsdale  
45,000 sq ft                      1994                      85251  
Anchors: Walgreens/Staples
16. THE CONTINENTAL BAZAAR  
SEC Indian School Rd & Hayden Rd - Scottsdale  
64,110 sq ft                      1960                      85251  
Anchor: Basha's
17. MILLER PLAZA  
NEC Miller Rd & Indian School Rd - Scottsdale  
120,000 sq ft                      1975                      85251  
Anchor: Fry's
18. CAMELBACK MILLER PLAZA  
SWC Miller Rd & Camelback Rd - Scottsdale  
178,271 sq ft                      1979                      85251  
Anchors: OSCO/T.J. Maxx/Sunflower Market
19. CHAPARRAL PLAZA  
NWC Hayden & Chaparral - Scottsdale  
87,584 sq ft                      1980                      85250  
Anchor: Safeway
20. PARK SCOTTSDALE SHOPPING CENTER  
SEC McDonald & Granite Reef - Scottsdale  
100,698 sq ft                      1964                      85258  
Anchors: Basha's/Walgreens



21. LINCOLN PLAZA  
SWC Lincoln Dr & Scottsdale Rd - Scottsdale  
65,906 sq ft                      1974                      85253  
Anchors: AJ's Fine Foods/OSCO
22. GATEVIEW PARK  
SEC Indian Bend & Hayden - Scottsdale  
105,000 sq ft                      1994                      85250  
Anchor: Albertson's/OSCO
23. PASEO VILLAGE  
NEC Hayden & McCormick Pkwy - Scottsdale  
94,115 sq ft                      1975                      85258  
Anchors: IGA Dale's Marketplace/Walgreens
24. MOUNTAIN VIEW PLAZA  
SEC Hayden & Mountain View - Scottsdale  
67,904 sq ft                      1984                      85258  
Anchor: Vacant
25. CHECKER VILLAGE  
NWC Scottsdale Rd & Gold Dust Ave - Scottsdale  
88,900 sq ft                      1978                      85253  
Anchors: Checker Auto/Hancock Fabrics/Pure Fitness
26. WILD OATS PLAZA  
SWC Shea Blvd & Scottsdale Rd - Scottsdale  
82,362 sq ft                      1980                      85254  
Anchor: Wild Oats
27. SHEA SCOTTSDALE CENTER  
NEC Shea Blvd & Scottsdale Rd - Scottsdale  
166,000 sq ft                      1980                      85260  
Anchors: Safeway/OSCO
28. SHEA SCOTTSDALE EAST  
NWC Shea Blvd & 74th St - Scottsdale  
130,000 sq ft                      1995                      85260  
Anchor: Harkin's Theaters
29. PIMA CROSSING  
NWC Pima Rd & Shea Blvd - Scottsdale  
269,046                      1993                      85260  
Anchors: Paddock Pools/Bally Total Fitness/Stein Mart/Pier 1 Imports

30. SCOTTSDALE FIESTA  
SEC Pima Rd & Shea Blvd - Scottsdale  
514,500 sq ft            1991            85258  
Anchors: Fry's/Home Depot/Barnes & Noble/CompUSA/Office Max /PetsMart/  
Linens N Things
31. MERCADO DEL RANCHO  
SEC Shea Blvd & 92nd St - Scottsdale  
104,286 sq ft            1985            85260  
Anchor: Chompies Bagels/Sprouts Farmers Market
32. FRY'S MARKETPLACE CENTER  
NEC Pima Rd & Via Linda - Scottsdale  
110,990 sq ft            1985            85258  
Anchor: Fry's Marketplace
33. MERCADO AT SCOTTSDALE RANCH  
SEC Mountain View & Via Linda - Scottsdale  
120,500 sq ft            1987            85258  
Anchors: AJ's Fine Foods/Walgreens
34. ANCALA VILLAGE  
SWC Via Linda & Frank Lloyd Wright Blvd - Scottsdale  
102,759 sq ft            1992            85259  
Anchors: Safeway
35. EAST THUNDERBIRD SQUARE  
NWC Thunderbird & Scottsdale Rd - Phoenix  
170,738 sq ft            1987            85254  
Anchors: Smart & Final/Ashley Furniture
36. NORTHSIGHT VILLAGE  
SWC Northsight & Hayden - Scottsdale  
108,000 sq ft            1998            85260  
Anchors: Home Depot/Ultimate Electronics
37. SCOTTSDALE TOWNE CENTER  
SWC Frank Lloyd Wright Blvd & Pima - Scottsdale  
307,835 sq ft            1994            85260  
Anchors: Target/Albertson's/T.J. Maxx/Ross
38. SONORA VILLAGE  
SEC Frank Lloyd Wright Blvd & Hayden - Scottsdale  
278,753 sq ft            1996            85260  
Anchors: Fry's/Staples/Organized Living

39. SCOTTSDALE HORIZON SHOPPING CENTER  
SWC Frank Lloyd Wright Blvd & Thompson Peak - Scottsdale  
156,636 sq ft            1997            85260  
Anchors: Safeway/OSCO
40. THE PINNACLE OF SCOTTSDALE  
NEC Scottsdale Rd & Pinnacle Peak - Scottsdale  
118,510 sq ft            1991            85255  
Anchors: Safeway/Pleasantries/Ace Hardware (Winter 2003)
41. DESERT VILLAGE SHOPPING CENTER  
SEC Pinnacle Peak & Pima Rd - Scottsdale  
117,385 sq ft            1996            85255  
Anchors: AJ's Fine Foods/OSCO
42. LA MIRADA CENTER  
NEC Pinnacle Peak & Pima Rd - Scottsdale  
113,480 sq ft            1996            85255  
Anchor: Walgreens
43. TERRAVITA MARKETPLACE  
SWC Scottsdale Rd & Carefree Hwy - Scottsdale  
105,808 sq ft            1996            85262  
Anchors: Albertson's/Walgreens
44. CAREFREE COURT  
SEC Carefree Dr & Tom Darlington - Carefree  
84,248 sq ft            1988            85377  
Anchors: Basha's/Ace Hardware
45. THE SUMMIT AT SCOTTSDALE  
NEC of Scottsdale Rd & Ashler Hills Dr – Scottsdale  
325,000 sq ft            2002            85262  
Anchors: Safeway/Target
46. SADDLE MOUNTAIN PLAZA  
NEC Via Linda & 136th St – Scottsdale  
42,230 sq ft            2000            85259  
Anchors: Basha's/Walgreens
47. SIERRA CROSSINGS  
NEC of Via Linda & Frank Lloyd Wright Blvd - Scottsdale  
85259  
Anchors: Walgreens/Tutor Time

48. Albertson's/Osco Village  
SEC of Via Linda & Frank Lloyd Wright Blvd - Scottsdale  
85259  
Anchor: Albertson's/Osco
49. Grayhawk Plaza  
SEC of Grayhawk & Scottsdale Rd - Scottsdale  
2002 85255  
Anchors: Basha's/Walgreens/Tutor Time
50. ADOBE Ranch Plaza  
SEC Shea & Frank Lloyd Wright Blvd - Scottsdale  
76,000 sq ft 1998 85259  
Anchor: OSCO
51. McDowell Mountain Village  
NEC Frank Lloyd Wright Blvd & Thompson Peak - Scottsdale  
2002 85259  
Anchors: Walgreens/Future Grocer

**SPECIALTY STRIP CENTERS**  
**(over 30,000 sq. ft.)**

Center Name  
Physical Location - Jurisdiction  
Square Footage Year Open Zip Code

50. SCOTTSDALE EAST PLAZA  
SEC Hayden & Roosevelt - Scottsdale  
30,400 sq ft 1971 85257
51. PLAZA DEL RIO  
SEC McDowell Rd & Miller Rd - Scottsdale  
37,200 sq ft 1985 85257
52. PAPAGO PLAZA  
SWC McDowell Rd & Scottsdale Rd - Scottsdale  
124,744 sq ft 1960 85257
53. SCOTTSDALE OAK PLAZA  
NWC Scottsdale Rd & Oak - Scottsdale  
35,889 sq ft 1980 85257
54. SCOTTSDALE PLAZA  
SWC Scottsdale Rd & Oak - Scottsdale  
43,958 sq ft 1962 85257

55. WILSHIRE PLAZA  
SEC Scottsdale Rd & Wilshire - Scottsdale  
40,028 sq ft                      1979                      85257
56. PLAZA 777  
SEC Scottsdale Rd & Earl - Scottsdale  
40,547 sq ft                      1970                      85251
57. HILTON VILLAGE  
NEC Scottsdale Rd & McDonald Rd - Scottsdale  
93,038 sq ft                      1982                      85250
58. BORGATA OF SCOTTSDALE  
NWC Scottsdale Rd & Rose Ln - Scottsdale  
92,480 sq ft                      1981                      85253
59. THE SHOPS AT GAINEY VILLAGE  
SWC of Scottsdale Rd & Doubletree Rd – Scottsdale  
135,000 sq ft    85253
60. LINCOLN VILLAGE SHOPS  
SWC Lincoln Dr & Scottsdale Rd. - Scottsdale  
54,767 sq ft                      1979                      85253
61. SCOTTSDALE SEVILLE  
NEC Scottsdale Rd & Indian Bend - Scottsdale  
89,000 sq ft                      1990                      85253
62. VILLAGE AT HAYDEN  
NW Via de Ventura & Hayden - Scottsdale  
152,497 sq ft                      1986                      85258
63. MERCADO DEL LAGO  
NWC Hayden& Royal Palms - Scottsdale  
61,025 sq ft                      1982                      85258
64. VIA LINDA PLACE  
SEC 90th St & Via Linda - Scottsdale  
63,570 sq ft                      1986                      85258
65. THE MILIEU  
NE Via Linda & Pima Rd - Scottsdale  
114,476 sq ft                      1985                      85258

66. THE VILLAGE AT VIA LINDA  
 SWC 90th St & Via Linda - Scottsdale  
 39,314 sq ft                      1985                      85258
  
67. RANCH AUTO CENTER  
 NWC San Victor & 90th St - Scottsdale  
 63,000 sq ft                      NA                      85258
  
68. RANCH CENTER  
 NEC 90th St & Via Linda - Scottsdale  
 54,942 sq ft                      1985                      85258
  
69. ACACIA CREEK VILLAGE  
 SWC Gold Dust & Scottsdale Rd - Scottsdale  
 39,600 sq ft                      1996                      85253
  
70. SHEA CORPORATE MEDICAL PLAZA  
 SEC Shea & 70th St - Scottsdale
  
71. SCOTTSDALE PROMENADE  
 NWC Shea Blvd & 70th St - Scottsdale  
 136,000 sq ft                      1988                      85258
  
72. AGUA CALIENTE  
 NWC Shea Blvd & 70th St - Scottsdale  
 48,099 sq ft                      1987                      85254
  
73. FOUNTAIN PLAZA  
 SWC Shea Blvd & 70th St - Scottsdale  
 32,312 sq ft                      1988                      85254
  
74. THE COURTYARD SHOPS  
 NWC Shea Blvd & 92nd St - Scottsdale  
 43,722 sq ft                      1987                      85260
  
75. THE PLAZA  
 SWC Scottsdale Rd & Thunderbird Rd - Phoenix  
 73,197 sq ft                      1985                      85254
  
76. SCOTTSDALE DESIGN CENTER  
 SEC Hayden & 83<sup>rd</sup> Pl - Scottsdale  
 59,943 sq ft                      1986                      85260
  
77. PALO VERDE SQUARE  
 SEC Frank Lloyd Wright Blvd & Desert Mountain - Scottsdale  
 40,000 sq ft                      1999                      85260

78. PINNACLE PEAK VILLAGE/PLAZA DE ALAMOS

SWC Pima Rd & Pinnacle Peak - Scottsdale

60,000 sq ft                      1974                      85255

79. THE CITADEL

NWC Pima Rd & Pinnacle Peak - Scottsdale

40,000 sq ft                      1991                      85255

80. EL PEDEGRAL & TOHONO CENTER

SEC Scottsdale Rd & Carefree Hwy - Scottsdale

63,200 sq ft                      1988                      85262

**FREESTANDING STORES**

**(over 30,000 sq. ft.)**

Store Name

Physical Location, Jurisdiction

Square Footage, Year Built, Zip Code

81. FRY'S

NWC Thomas Rd & 61st Pl - Scottsdale

104,535 sq ft                      1977                      85251

82. POPULAR OUTDOORS CENTER

NEC Thomas Rd & Scottsdale Rd - Scottsdale

44,012 sq ft                      1960                      85251

83. WAL-MART CENTER

SE Chaparral & Pima Rd - Salt River Pima Maricopa Indian Community

125,000 sq ft                      1994                      85256

84. FRY'S CENTER

SW Shea Blvd & 74th St - Scottsdale

77,681 sq ft                      1995                      85251

85. COSTCO

NEC Hayden & 83rd Pl. - Scottsdale

112,000 sq ft                      1987                      85260

86. WAL-MART SUPERCENTER/SAM'S CLUB

NEC Northsight & Raintree Dr - Scottsdale

1,251,222 sq ft                      2000                      85260

**RETAIL CONCENTRATIONS****(Agglomerations of individually owned stores)**

Area Name

Physical Location, Jurisdiction

Description, Square Footage

Store Types, Zip Code

**87. WINDMILL PLAZA**

SEC Scottsdale Rd &amp; Shea Blvd - Scottsdale

Large concentration of small shops -approximately 180,000 sq ft

Specialty/Neighborhood Retail 85251

**88. FIFTH AVE DISTRICT**

N of Indian School Rd, W of Scottsdale Rd &amp; SW of Arizona Canal - Scottsdale

Large concentration of small shops - approximately 393,000 sq ft

Specialty/Tourist Oriented Retail 85251

**89. MAIN ST/OLD TOWN DISTRICT**

S of Indian School Rd, E of 70th St, N of 2nd St &amp; W of Civic Center Drive - Scottsdale

Existing large concentration of small shops - approximately 477,000 sq ft

Specialty /Tourist Oriented Retail 85251

**90. SUNDOWN PLAZA**

NWC Scottsdale Rd &amp; Shea Blvd - Scottsdale

Large concentration of small shops - approximately 100,000 sq ft

Specialty/Neighborhood Retail 85260



## **SITE INFORMATION**

## **SITE INFORMATION**

There are locations available for retailers interested in locating in Scottsdale, as well as opportunities for the development of new retail centers or for the renovation of existing facilities. These sites are located throughout the community, both in established neighborhoods and developing areas. While this report has only targeted Scottsdale in general, information about specific locations within Scottsdale is also available from the City of Scottsdale's Economic Vitality Department.

If you would like information about potential sites, or if there is any other information you may require for site location analysis, please feel free to contact:

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